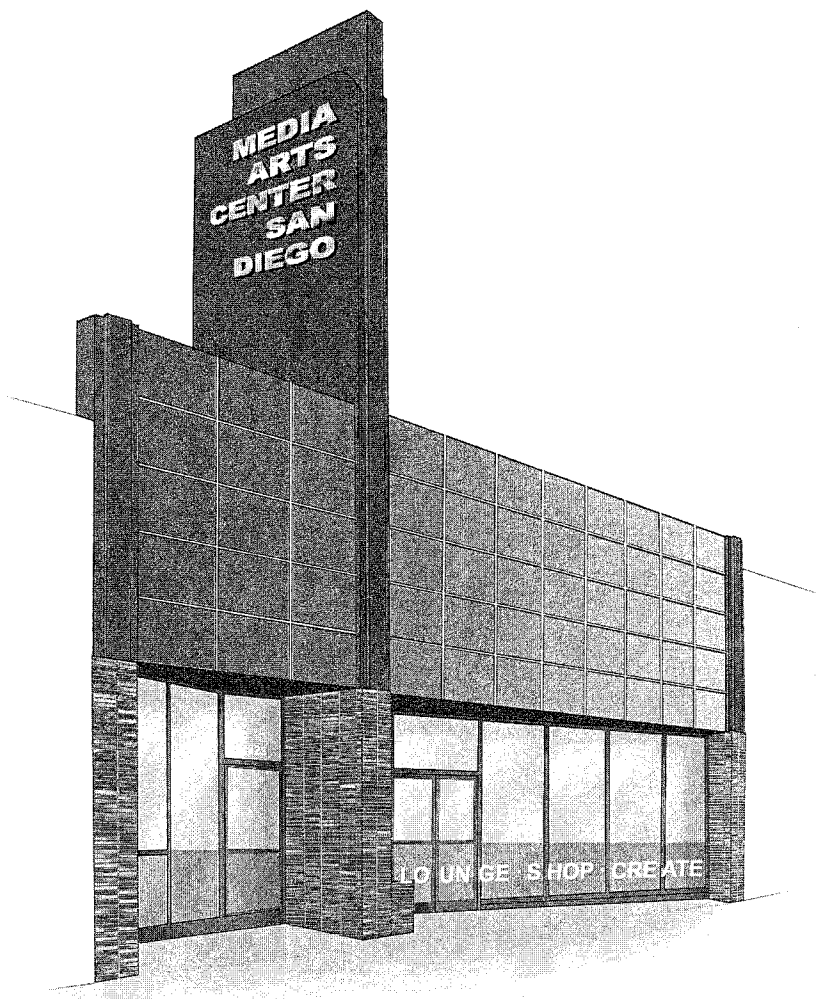


MEDIA ARTS

MEDIA ARTS CENTER SAN DIEGO

RENOVATION PLAN AND REDEVELOPMENT REQUEST



MEDIA ARTS

MEDIA ARTS CENTER SAN DIEGO

August 10, 2010

North Park Redevelopment Project Area Committee,

On behalf of the Board of Directors and Staff of the MEDIA ARTS CENTER SAN DIEGO, thank you for allowing us to submit a request for Redevelopment Funds. We are honored to become part of such a vibrant community and look forward to working together.

This collaboration indeed makes sense, because it will enhance your redevelopment goals and your encouragement of the arts; while at the same time helping us to achieve our mission through programming for and by the local community. The combined efforts of both our organizations will undoubtedly continue the trend to improve the quality of life in the neighborhood and build upon the existing efforts to create North Park as a destination location for business and the arts.

We respectfully submit this proposal for your consideration and look forward to presenting the project to the full North Park Redevelopment Project Area Committee. During the process, we will make ourselves available to the committee to answer questions and to fine tune the redevelopment to ensure the project meets our common goals.

With respect,

MEDIA ARTS CENTER SAN DIEGO BOARD OF DIRECTORS

Gonzalo Lopez (President)
Mark Burgess (Vice President) – sandiego.org
TR Irwin (Treasurer) – Bridgepoint Education
Judy Harper (Secretary) – Community Partners
Linda Caballero-Sotelo - Toltec Media .
Allen Cazares – Office of the Public Defender
Kristine Diekman - Videographer & Educator
Don Dean – Bank of America
Vicki Estrada – Estrada Land Plan
Daniel Cruz Gonzalez – Retired City of San Diego Director
Alejandro Holcman – Qualcomm Inc.
Otto Cocino – MAAC Project
Jil Galves – FastBlue/ ConnectHere Communications
Kelly Clark Moncure – Educator & Photographer
Michael Gonzalez – First Serve Productions

2921 El Cajon Boulevard, San Diego, CA 92104

619.230.1938

www.MediaArtsCenter.org

TABLE OF CONTENTS

Summary of the organization and the project.....4

Meeting the goals of the North Park Planning Area.....12

LEED information and checklist.....16

Budget detailing estimated costs and the amount of agency assistance requested.....19

Supporting Documents.....21

In Conclusion.....22

Summary of the Organization and the Project:

About Media Arts Center San Diego

MEDIA ARTS CENTER SAN DIEGO promotes access to film and video as tools for community self-expression and social change and supports the professional development of media artists.

MEDIA ARTS CENTER SAN DIEGO has a substantial history of artistic and organizational success. The organization, as it is known today grew out of the expansion of the San Diego Latino Film Festival, which originated in 1993. Since it's founding as a public benefit corporation in 1999, MEDIA ARTS CENTER SAN DIEGO has experienced rapid growth due to addressing local community needs, the success of its programs and the lasting impact on the community.

Headed by a dedicated Board of Directors and committed staff, the 501(c)(3) non-profit runs on a mission to promote access to film and video as tools for community self-expression and social change and support the professional development of media artists. Utilizing a small professional staff and offering both paid and volunteer opportunities for the community, the organization has an astounding record of maintaining a robust program of on-going activities that engages 30,000 people a year via its current programming, that include the internationally renown Annual San Diego Latino Film Festival (17 years), Teen Producers Project (10 years), Digital Story Station (6 years). Additional programming includes year-round film exhibition, youth media camps, film maker and citizen journalist workshops & networking events; filmmakers fiscal sponsorship, video production services, work readiness workshops, new media exhibition, business consulting, research & development and community partnerships.

Much of the current activities take place off-site and these programs will continue, in addition to new programming and events at the new facility that will create new revenue streams for sustaining the nonprofit as well as benefit local business with increased foot traffic and sales.

Demonstrating a history of being a good neighbor, MEDIA ARTS CENTER SAN DIEGO enjoys an extensive list of collaborating organizations and partners through its continued success of diverse media programs that meet community needs.

Underscoring the capabilities of the nonprofit organization, support for the organization and its current programming is provided by Academy of Motion Pictures and Sciences, Bank of America, Bravo Foundation, California Arts Council - Artists in Schools, California Arts Council - American Recovery and Reinvestment Act (Recovery Act), California State Library grant supported by the U.S. Institute of Museum & Library Services and Technology Act administered in California by the State Librarian, City of San Diego Commission for Arts and Culture, The San Diego Foundation's Gertrude H. & Arthur C. Anderson Fund, the Mary E. Hield and Robert R. Hield Endowment Fund, the Colonel Frank C. Wood Memorial Fund and the Woolley Fund in partnership with the John S. & James L. Knight Foundation, County of San Diego, James Irvine Foundation, National Endowment for the Arts, Starbucks Foundation, Wells Fargo, City of Chula Vista, Otay Ranch Town Center, Verizon Wireless, Cox Communications, Cine Latino, Sharp HealthCare, Northwestern Financial, GEO Residencial / La

Cúspide Residencial, Nickelodeon, San Ysidro Health Clinic, Harrah's Rincon Casino, Vibra Bank, MCRD-MCCS, Neighborhood House Association, Hollywood Foreign Press Association, audiences of the San Diego Latino Film Festival, and generous contributions from members of the community.

About This Project

Project:

MEDIA ARTS CENTER SAN DIEGO

Location:

2921/2923 El Cajon Boulevard

Project Costs:

\$ 756,811

Request:

\$ 367,539

In coordination with the goals set forth by North Park Redevelopment Project Area Committee, MEDIA ARTS CENTER SAN DIEGO will introduce North Park to a brand new, invigorating experience by bringing the world of media arts into the neighborhood and actively engaging the community in creative self-expression via cutting-edge technologies. In a state-of-the-art facility with digital products, new media experiences, and hands-on media programs, the new MEDIA ARTS CENTER SAN DIEGO as a North Park storefront will vitalize the local community, complement the existing North Park arts scene, and help shift attitudes about the Boulevard as a thoroughfare of visual blight, to a hub of diverse expression and vibrant opportunity.

The new facility, which is three times larger than the previous home of MEDIA ARTS CENTER SAN DIEGO, will allow the organization to build upon its success of nearly two decades as a leader of media programming & community activism in the greater region of San Diego and the State of California.

Need For PAC Support

The section of El Cajon Boulevard running through North Park has undergone a renaissance. There are new businesses, condo complexes, restaurants and the North Park Theatre, all giving a new urban spirit to what was, in the 1980s, a rundown and crime-ridden section of town. MEDIA ARTS CENTER SAN DIEGO would like to promote this renaissance by creating a state-of-the-art media arts center at El Cajon Boulevard and 30th Street that would serve as a magnet for other arts and culture organizations and that would encourage community revitalization efforts in the area.

The structure at 2921 El Cajon Blvd. is typical of the many buildings along this section of El Cajon Blvd. that have been home to a variety of small retail businesses which have characterized Boulevard commerce for the last 60 years. As redevelopment reached this area of the Boulevard, many of these businesses have closed, including the last tenant of 2921, an auto parts store. The building is located on the southwest corner of El Cajon Blvd. and 30th Street, across the street from the new Renaissance complex on the northwest corner. A modern Carl's Jr. and a new retail shopping center occupy the northeast and southeast corners respectively. The building shares the southwest corner, the last corner to be redeveloped, with ABC Piano, Pacific Liquor, a shop, and a small discount furniture store. The building has been vacant for several months and, consequently, has been the target for graffiti and broken windows. Next door, ABC Piano is closing and soon this building will also be vacant.

The building is approximately 6,000 square feet consisting of a 4,000 sq. ft. ground floor and a 2,000 sq. ft. mezzanine with offices. There are two restrooms on the ground floor which will require reconstruction and new plumbing to make them ADA compliant. The building is in relatively good condition with an intact roof and storefront plate glass which runs the length of the building. However, the building requires electrical and HVAC upgrades, new flooring, interior and exterior painting, and some wall and ceiling reconstruction.

Redevelopment Efforts

In June 2010, the state of 2921/2923 El Cajon Boulevard was a blight to the community. The building was covered in graffiti with broken glass and doors. Unlit at night, the space became a target for gangs and homeless individuals leaving the front and back of the building littered with food, alcohol and litter. While vacant, the building itself became a flea infested home for feral cats and several homeless individuals.

Since taking over the lease, MEDIA ARTS CENTER SAN DIEGO has already taken the initiative of cleaning up the space, fixing the broken doors and windows, relighting the front and back areas. The organization also worked with the landlord to pave the alley parking spaces and tackle the pest problems.

In her research on El Cajon Boulevard, urban researcher Anne V. O'Connor-Ruth advocated for a sensitive design plan that incorporates the old with the new rather than total replacement. She believed that this approach was crucial to the creation of well-balanced, effective planning policies to guide the future of San Diego's most famous commercial strip. This philosophy is reflected in the design of the new MEDIA ARTS CENTER SAN DIEGO at 2921 El Cajon Blvd.

To accommodate computer workstations and media equipment installed throughout the building, new electrical runs for power and data will need to be installed throughout the building. New energy-efficient lighting fixtures will be necessary to provide safe and effective lighting for employees and visitors.

Currently the building is not air-conditioned and the heating system is over 50 years old and does not function. New energy efficient air-conditioning units will be required. The ductwork will be exposed

outside the ceiling to reduce installation costs and to provide a chic industrial look for the Media Arts Center.

A new interior wall will be required on the west side of the building to accommodate the new electrical and data runs to create computer workstations. To remodel the downstairs restrooms to ADA standards, the current restroom walls must be demolished and new non-load bearing walls constructed. Also, new drywall and ceiling tiles must be installed in the south section of the building, on both the ground floor and the mezzanine to cover exposed framing.

The interior paint is dirty and peeling throughout, so the entire interior of the building must be painted. Damaged and peeling floor tiles will be removed and the concrete floor will be painted with epoxy to enhance the chic industrial design. The exterior rear and front of the building also require painting and will be painted pursuant to the artist's rendering to create an upscale and inviting storefront.

The center space on the east side of the building will house the new kitchen for employees and guests. This location was chosen because it is near existing plumbing lines and will reduce installation costs.

The design will include enlarging and installing new fixtures to comply with ADA standards in the two downstairs bathrooms. The newly remodeled bathrooms will be accessible to both employees and guests of the Media Arts Center.

MEDIA ARTS CENTER SAN DIEGO is concerned about the environment, and will strive to be a model of more sustainable business practices where feasible. While a technology business can not be completely green, the organization is committed to including green components into the the redevelopment by utilizing the LEED 2009 for New Construction and Major Renovations checklist as well as through its ongoing business practices, including:

- Established contact with US Green Building Council
- LEED Consultant on Advisory team
- Identified contractors with LEED understanding for bids
- Participate in North Park's Community Clean Up Events
- Fine-tuning work plan to integrate a whole building approach to ensure additions to the building systems work together
- Replace the energy consuming light fixtures
- Replace windows
- Include Small Community Garden Space with drought-tolerant plantings
- Incorporating a integrated computerized system for controlling lights, computers and other technology to automatically turn off equipment when not in use & at the end of the day which can reduce the energy use by 25% during the day and 50% during the night
- Purchasing water conservative toilets & sinks As part of the ADA bathroom conversions,
- We already have a policy encouraging communications by email, reducing fax-related paper waste with one page form, using recycled copier paper and sharing resources with other non-profits (mainly other local festivals, universities & libraries)

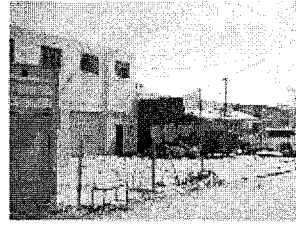
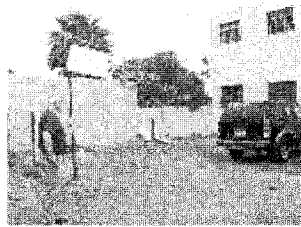
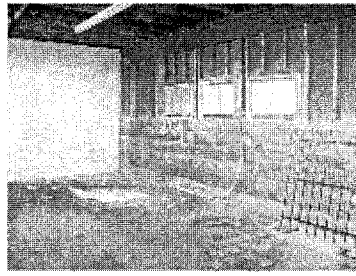
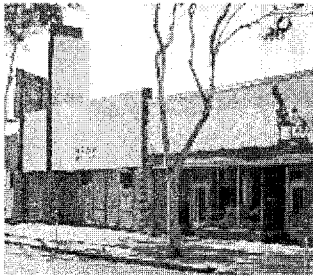
2923 / 2921 EL CAJON BOULEVARD

Previous Tenant

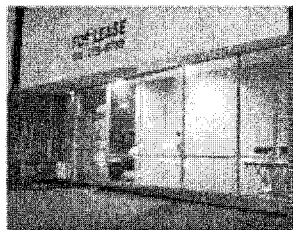
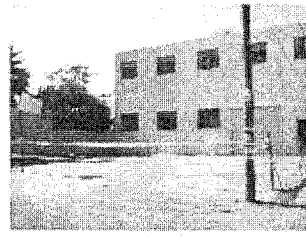
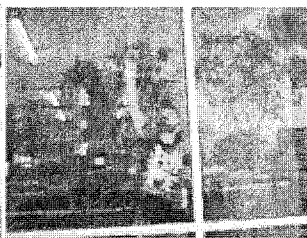


Building has been empty for and extended period of time before being sold to current landlord

Condition as of June 2010



Last 30 Days

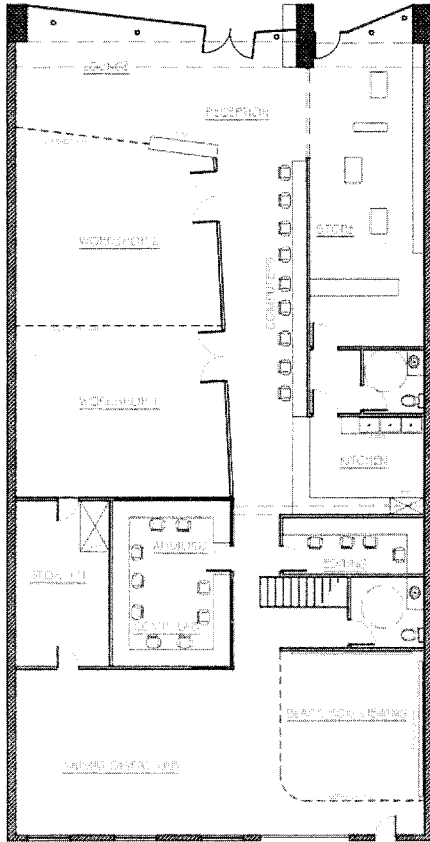


AERIAL VIEW

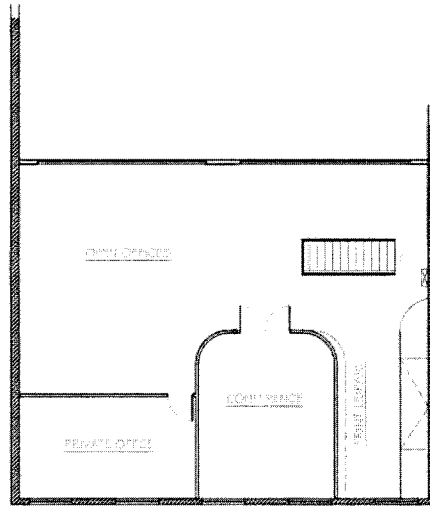


Reference point – A: 2921/2923 El Cajon Boulevard – North Park
Off the intersection of 30th Street and El Cajon Boulevard
One block west of the Children’s Performing Arts Academy
Four blocks from Garfield Elementary.
Four blocks from North Park Community Park.

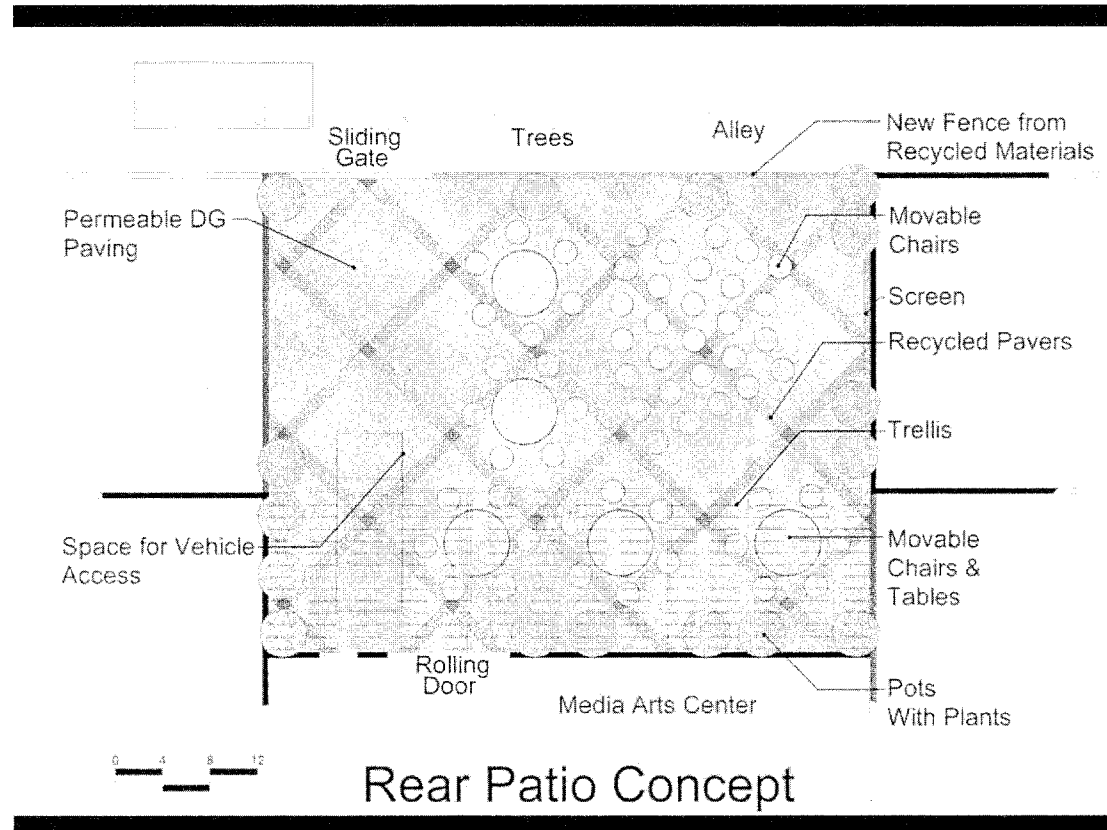
1/16th Actual Scale of Interior Layout
Street Level



Second Floor



Backyard Uses: Conceptualization



Meeting the Goals of the North Park Planning Area

Recognizing the efforts already being made to transform business, cultural and arts community of North Park, MEDIA ARTS CENTER SAN DIEGO strategically chose a location that fit the needs of the community, in addition to realizing our mission statement of social change through media arts.

While efforts have successfully taken root along University Avenue and 30th Street, El Cajon Boulevard appears to be part of the North Park community in greater need of further community and economic development. The organization will become an arts anchor in the particular area of North Park that bridges your efforts in the arts district along University and 30th with the social activities of Antique Row on Adams Avenue.

Believing strongly in **the need for healthy communities** that provide alternatives for youth and families to the existing adult businesses that include the liquor store, card casinos, nude shows, and bars in the neighborhood, MEDIA ARTS CENTER SAN DIEGO offers families, adults and youth living off the Boulevard the healthy alternatives that they are seeking including: after-school activities, community 'gathering spaces', neighborhood events, work-readiness trainings, and safe places to socialize.

Underserved youth in that surrounding area and neighboring communities need high tech schools, work readiness skills, and educational skills that will not only help them be more successful in school; but also help them obtain jobs and be productive members of society. MEDIA ARTS CENTER SAN DIEGO looks to partner with local schools, like Garfield Elementary. Like most schools in the state, Garfield faces limited resources. Our nonprofit can help the school by offering media programming and school trips for up to 30 students at a visit.

Young adults need community spaces where they can freely express themselves and have fun through media arts without a nightclub atmosphere. We provide a space where young adults can gather, express themselves and even engage in their community in a new ways through the act of creation and interaction with many facets of New Media.

The experiences offered will also enrich the community through intergenerational engagement. MEDIA ARTS CENTER SAN DIEGO has found digital storytelling a great media form that brings together different generations, especially senior storytellers with younger videographers.

Through our programming efforts, MEDIA ARTS CENTER SAN DIEGO has developed sensitivity to the needs of diverse communities and how the access to information from our non-profit collaborators that can help bolster healthier lives. Videos produced through Teen Producers Project and The Peoples Post along with community screenings

help to educate and engage people about issues directly related to their lives (health, housing, employment, and education).

Understanding that 'mom and pop' businesses in North Park have limited resources, the new MEDIA ARTS CENTER SAN DIEGO can assist local businesses with a variety of services, including Marketing, basic design, video ads, media events, technical assistance, and internet engagement. These marketing and design services made available to local businesses will ultimately expand the overall sales and tax revenue for the entire area. Discounts will be given to all businesses residing in the North Park region.

Our media gift store will bring in additional needed tax revenues via sales tax for the community.

The highly visible state of the art facility will attract new businesses to also locate in this area; thus helping to expand employment and bringing even more tax revenue into the area for development, local schools, and local services.

This location is a key opportunity to become an anchor in the northern area of North Park; providing high visibility along one of North Park's most traveled corridors, El Cajon Boulevard, the intersection of 30th and El Cajon Boulevard acts as a central bypass for North Park and adjacent communities of Normal Heights, City Heights, South Park, University Heights and Hillcrest.

The location also provides easy highway access and offers a variety of direct bus services reaching across El Cajon Boulevard (#1), service to Mission Valley (#6), and downtown service through the Park Boulevard (#15) and through South Park & Golden Hill (#2). Currently, 35% of the participants in our Golden Hill home use alternative transportation to participate in our programming and 1/3rd of staff live less than a mile from the new facility & plan to use alternative transportation to work.

Engaging Programs for North Park Community

The storefront for MEDIA ARTS CENTER SAN DIEGO will be a creative community center that can be best described as a "Digital Gym" to exercise that creativity, and to explore the 21st Century lifestyle of embracing technology in our everyday lives.

It's easy to understand that at a gym, a person can use equipment to achieve their personal fitness goals, to pay a little something to participate in a group activity with others that have similar interests, or to hire a trainer to get personalized attention. The "Digital Gym" will similarly offer free introductory media workshops, low cost (\$15 and \$25) workshops, and personalized services (costs will vary depending upon the desired project).

Improve the local economy

- Bring new customers to existing businesses, seeking intentional media arts connections with these businesses
- Participate in existing community events
- Launch Digital Media Blvd. events

Promote alternatives to auto traffic

- Partnership with MTS to encourage bus transportation, and community center shuttles
- Inclusion of bike racks at rear of building
- Create 6 parking spaces behind the building
-

Conserve and improve the environment

- Include garden space in rear of building with drought-tolerant plantings
- Inclusion of green business practices, as applicable
- Incorporate LEED guidelines to building development

Community Cohesion

- Become an active community partner
- Build respect & equality through community-based programming
- Empower individuals through media arts creation

Similar to many modern gyms, the new facility will also offer common areas to provide access, interaction, inspiration and products. At the “Digital Gym,” we will offer a lounge similar to a student commons with wi-fi and computer access. A small store is also included, where one can find a full range of media-related gifts, including locally produced media and quick reference materials for current classes.

In addition to these gym-like components, the facility plans to offer special event programming, a curated New Media gallery and a Summertime Alley Theater.

As a committed community partner in North Park, the organization plans to actively participate with established arts and cultural events to increase community engagement, including North Park Toyland Parade, Festival of the Arts, North Park Streetfair, Music Street Fair and Summer Walkabout.

Redevelopment Impact

MEDIA ARTS CENTER SAN DIEGO will offer a clean, safe place for the diverse community to shop, lounge and create while experiencing multimedia technology. With the help of redevelopment funds matched with private & corporate support, the organization will succeed in making a significant impact on redevelopment goals by enhancing and multiplying the North Park Redevelopment Project Area Committee’s goals.

Remove Blight Conditions

- Remove urban blight caused by an empty building
- Create a safe, clean public space
- Improve physical condition in front & in alley on the building

Job Creation

- Create 3 full-time jobs
- Create 50 part-time, seasonal jobs
- Launch technological careers by building necessary skills
- Motivate patrons to pursue higher education in community-building disciplines

Community Services

- Tie in technology-based programming with local schools, integrating digital media into performing arts and academic curriculum reinforcement

Art & Cultural Amenities

- Strengthen North Park arts movement through coordinated participation
- Become an anchor for the arts movement along the Boulevard

MACSD New Facility LEED Information

THE MEDIA ARTS CENTER SAN DIEGO has attained LEED recognition on this project. We have engaged an architect that will work hand in hand with the owner and contractors to reach a minimum level of 40 points of LEED certification, utilizing as many of the stated guidelines as possible.

The attached LEED checklist currently identifies this project as having 43 points. The final project aims to reflect a higher level of LEED certification than is represented by the checklist at this time.

We recognize that the absolute value of the LEED Classification presented here reflects a conservative view, and may increase.

As we move forward with the construction process, MEDIA ARTS CENTER SAN DIEGO will continue to incorporate as many green alternatives into the building process as possible, working with the architect and contractor to create sustainable and efficient options for the space.

Additionally, we will work with other agencies and organizations in order to increase our green building practices while staying within our budget. In particular, Job Corps has agreed to partner with us through their Green Graduates Work Study Initiative in order to provide low-cost, sustainable construction assistance.

Other considerations, such as site selection have been incorporated into our approach in order to allow for increased positive interaction with the environment around the building.

The ability for increased community connectivity by way of pedestrian access, greater access for people with disabilities, proximity to public transportation, and position within a dense urban setting near residential and commercial buildings allows for a pedestrian-friendly environment and increased connection between neighborhood spaces.

Alternative transportation methods are encouraged through the addition of bicycle racks, parking availability and public transportation. Additionally, we will work in collaboration with organizations such as the El Cajon Boulevard Business Improvement Association to become well acquainted with our business neighbors and encourage interconnectivity between community spaces, allowing for greater accessibility for visitors.

Through collaboration with year-round programming and North Park arts and business projects, such as North Park Arts Festival, Music Thing, Taste of North Park, walking

tours and pedestrian traffic will be encouraged to incorporate visits to this under-utilized part of North Park into their activities.

The facility site will be transformed from an industrially-oriented auto parts store to a community space with almost no risk of introduction of new contaminants to the neighborhood around it. This repurposing of the site alone will decrease risk of pollutants and increase neighborhood sustainability. The building envelope will not be affected by the interior reconstruction, further reducing the impact upon the surrounding community.

In addition to this, the energy and water use efficiency will be increased by the addition of fixtures and units that meet minimum LEED compliance for water use and energy performance. Refrigeration management will be LEED-compliant and utilize efficient units, rated at a minimum SEER standard of 13 or better. Insulation will be added to ensure the efficiency of the climate control, and will be LEED-compliant type R-30 or better.

Existing windows will be coated with a light-reducing film in order to decrease heat, while maintaining views. Pre-existing windows will be retained if in working condition, or replaced with energy-efficient windows where needed.

A minimum of 20% reduction in water use will be achieved through the use of LEED-compliant low flow toilets and faucets, the addition of tankless water heaters, and general monitoring.

Electrically, the building will be brought up to date and made to meet current safety standards. Energy efficient T-5 type fluorescent lighting will be added to allow for a low-voltage lighting option. Additionally, much of the light will be provided at no energy cost by natural sunlight due to the abundance of window access.

MEDIA ARTS CENTER SAN DIEGO will be working with a contractor, architect and a LEED associate that will ensure that the proper LEED requirements, as well the California Title 24 standards and the City of San Diego requirements regarding materials used, environmental quality, energy efficiency as well as recycling and proper disposal of materials during construction.



LEED 2009 for Commercial Interiors

Project Checklist

Project Name

Date

| | | | | | |
|----|---|---|--|--|--|
| 10 | | | | | |
| Y | N | ? | | | |

Sustainable Sites

Possible Points: 21

| | | |
|------------|---|--------|
| Credit 1 | Site Selection | 1 to 5 |
| Credit 2 | Development Density and Community Connectivity | 6 |
| Credit 3.1 | Alternative Transportation—Public Transportation Access | 6 |
| Credit 3.2 | Alternative Transportation—Bicycle Storage and Changing Rooms | 2 |
| Credit 3.3 | Alternative Transportation—Parking Availability | 2 |

Water Efficiency

Possible Points: 11

| | | |
|----------|-----------------------------------|---------|
| Prereq 1 | Water Use Reduction—20% Reduction | 6 to 11 |
| Credit 1 | Water Use Reduction | |

Energy and Atmosphere

Possible Points: 37

| | | |
|------------|--|---------|
| Prereq 1 | Fundamental Commissioning of Building Energy Systems | |
| Prereq 2 | Minimum Energy Performance | |
| Prereq 3 | Fundamental Refrigerant Management | |
| Credit 1.1 | Optimize Energy Performance—Lighting Power | 1 to 5 |
| Credit 1.2 | Optimize Energy Performance—Lighting Controls | 1 to 3 |
| Credit 1.3 | Optimize Energy Performance—HVAC | 5 to 10 |
| Credit 1.4 | Optimize Energy Performance—Equipment and Appliances | 1 to 4 |
| Credit 2 | Enhanced Commissioning | 5 |
| Credit 3 | Measurement and Verification | 2 to 5 |
| Credit 4 | Green Power | 5 |

Materials and Resources

Possible Points: 14

| | | |
|------------|---|--------|
| Prereq 1 | Storage and Collection of Recyclables | 1 |
| Credit 1.1 | Tenant Space—Long-Term Commitment | 1 to 2 |
| Credit 1.2 | Building Reuse | 1 to 2 |
| Credit 2 | Construction Waste Management | 1 to 2 |
| Credit 3.1 | Materials Reuse | 1 |
| Credit 3.2 | Materials Reuse—Furniture and Furnishings | 1 to 2 |
| Credit 4 | Recycled Content | 1 to 2 |
| Credit 5 | Regional Materials | 1 |
| Credit 6 | Rapidly Renewable Materials | 1 |
| Credit 7 | Certified Wood | 1 |

| | | | | | |
|---|---|---|--|--|--|
| 7 | | | | | |
| Y | N | ? | | | |

Indoor Environmental Quality

Possible Points: 17

| | | |
|------------|--|--------|
| Prereq 1 | Minimum IAQ Performance | |
| Prereq 2 | Environmental Tobacco Smoke (ETS) Control | |
| Credit 1 | Outdoor Air Delivery Monitoring | 1 |
| Credit 2 | Increased Ventilation | 1 |
| Credit 3.1 | Construction IAQ Management Plan—During Construction | 1 |
| Credit 3.2 | Construction IAQ Management Plan—Before Occupancy | 1 |
| Credit 4.1 | Low-Emitting Materials—Adhesives and Sealants | 1 |
| Credit 4.2 | Low-Emitting Materials—Paints and Coatings | 1 |
| Credit 4.3 | Low-Emitting Materials—Flooring Systems | 1 |
| Credit 4.4 | Low-Emitting Materials—Composite Wood and Agrifiber Products | 1 |
| Credit 4.5 | Low-Emitting Materials—Systems Furniture and Seating | 1 |
| Credit 5 | Indoor Chemical & Pollutant Source Control | 1 |
| Credit 6.1 | Controllability of Systems—Lighting | 1 |
| Credit 6.2 | Controllability of Systems—Thermal Comfort | 1 |
| Credit 7.1 | Thermal Comfort—Design | 1 |
| Credit 7.2 | Thermal Comfort—Verification | 1 |
| Credit 8.1 | Daylight and Views—Daylight | 1 to 2 |
| Credit 8.2 | Daylight and Views—Views for Seated Spaces | 1 |

Innovation and Design Process

Possible Points: 6

| | | |
|------------|--------------------------------------|---|
| Credit 1.1 | Innovation in Design: Specific Title | 1 |
| Credit 1.2 | Innovation in Design: Specific Title | 1 |
| Credit 1.3 | Innovation in Design: Specific Title | 1 |
| Credit 1.4 | Innovation in Design: Specific Title | 1 |
| Credit 1.5 | Innovation in Design: Specific Title | 1 |
| Credit 2 | LEED Accredited Professional | 1 |

Regional Priority Credits

Possible Points: 4

| | | |
|------------|------------------------------------|---|
| Credit 1.1 | Regional Priority: Specific Credit | 1 |
| Credit 1.2 | Regional Priority: Specific Credit | 1 |
| Credit 1.3 | Regional Priority: Specific Credit | 1 |
| Credit 1.4 | Regional Priority: Specific Credit | 1 |

Total

Possible Points: 110

Certified 40 to 45 points Silver 50 to 59 points Gold 60 to 79 points Platinum 80 to 110

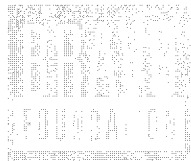
MACSD New Facility Budget

| | | | | |
|---|--------------------------|--|----------------|------------|
| NEW FACILITY | | | | |
| 2921/2923 El Cajon Boulevard | | | | |
| <u>Category</u> | <u>Media Arts Center</u> | | <u>PAC</u> | |
| | <u>San Diego</u> | | <u>Request</u> | |
| MOVE IN | | | | |
| Basic Clean, Paint, Electrical | \$ 12,703 | | \$ 0 | |
| FACILITY | | | | |
| General Requirements (Dump fees, temporary fencing and sanitary, clean up, etc) | \$ 0 | | \$ 4,186 | |
| Demolition | \$ 0 | | \$ 19,268 | |
| Concrete | \$ 0 | | \$ 6,975 | |
| Millwork and Rough Carpentry | \$ 0 | | \$ 14,033 | |
| Thermal Moisture Protection | \$ 0 | | \$ 5,318 | |
| Doors, Frames, Hardware | \$ 0 | | \$ 2,125 | |
| Windows | \$ 0 | | \$ 9,500 | |
| Framing and Drywall | \$ 0 | | \$ 8,780 | |
| Façade Repainting, patching and repair/ Sidewalk (ADA railing, paving, etc.) | \$ 20,000 | | \$ 0 | |
| Flooring Allowance | \$ 1,200 | | \$ 35,063 | |
| Paint | \$ 11,000 | | \$ 0 | |
| Misc. Specialties (kitchen appliances, restroom accessories, etc) | | | \$ 6,925 | |
| Plumbing | \$ 1,500 | | \$ 26,137 | |
| Mechanical | \$ 0 | | \$ 43,416 | |
| Electrical | \$ 4,330 | | \$ 35,000 | |
| Rear Patio (paving, trellis, walls, lighting) | \$ 56,150 | | \$ 0 | |
| Lighting | \$ 5,000 | | \$ 0 | |
| Signage | \$ 11,292 | | \$ 0 | |
| Security | \$ 20,000 | | \$ 0 | |
| Sprinkler System | \$ 0 | | \$ 2,800 | |
| | | | | |
| TOTAL FACILITY COST BEFORE PROGRAMMING/ADMIN/FEES | \$ 141,272 | | \$ 219,526 | \$ 360,798 |
| | | | | |
| MEDIA ARTS | | | | |
| Technology & Equipment | \$ 125,000 | | \$ 0 | |
| Programming - One Year | \$ 100,000 | | \$ 0 | |
| | | | | |
| FEES & MGMT | | | | |
| LEED Associate Fee | \$ 5,000 | | \$ 0 | |
| General Contracting Fee @ 5.5% | \$ 0 | | \$ 19,844 | |
| GL Insurance @ 1.5% | \$ 0 | | \$ 5,412 | |

| | | | |
|---|-------------------|-------------------|-------------------|
| Architectural Design and Engineering (5%) | \$ 0 | \$ 18,040 | |
| Project Administration (10%) | \$ 0 | \$ 36,798 | |
| Contingency Budget (10%) | \$ 0 | \$ 36,798 | |
| City Permit Costs | \$ 0 | \$ 4,125 | |
| Prevailing Wage @ 15% of labor cost* | \$ 18,000 | \$ 26,996 | |
| Subtotal | \$ 248,000 | \$ 148,013 | \$ 396,013 |
| Total | \$ 389,272 | \$ 367,539 | \$ 756,811 |

*15% of 299,973 in labor costs, does not include materials

In addition to identifying other resources to complete the 'bricks and mortar,' MEDIA ARTS CENTER SAN DIEGO will match PAC support with initial year-round programming of \$100,000 and new technology/equipment of \$125,000. Community Support for the development of the new project has already been graciously given by the following partners:



the James Irvine foundation

Supporting Documents

Voices of Encouragement

"Arts and culture organizations are an essential component in the revitalization efforts in North Park," said Lynn Susholtz, Director of Art Produce Gallery and Stone Paper Scissors - a public art/education company, "MEDIA ARTS CENTER SAN DIEGO's quality educational and community based cultural programming is exactly what will make North Park an arts and culture destination. We are very excited to have them become an important part of this growing arts district!"

"The El Cajon Boulevard BIA is excited that the MEDIA ARTS CENTER SAN DIEGO is moving to the Boulevard," said Beryl Forman of the El Cajon Boulevard Business Improvement Association, "It will greatly enhance our efforts to revitalize the district and showcase arts and culture. The Media Arts Center will soon become an iconic location on the Boulevard that will be embraced by the surrounding communities and we look forward to all the new programs and activities that they will bring to the Boulevard."



LOUNGE

SHOP

CREATE



Imagining the Future of North Park

With the support of PAC, the new MEDIA ARTS CENTER SAN DIEGO can be the next significant step to create vibrant positive change in an area previously known for its liquor store, card casinos, nude shows, and bars. Imagine a 30th St. and El Cajon corridor where there's more foot traffic with all ages on the move. Families are walking along 30th and the Boulevard to the new MEDIA ARTS CENTER SAN DIEGO.

Youth are walking from YMCA or the new Children's Performing Arts School to MACSD for some fun media workshops and innovative events. Imagine residents and businesses telling their own stories to communicate with others how they're actually reshaping their neighborhood. Their digital stories may be exploring the "what ifs" to enhance identified strengths; to express realities; and to gain support that empowers residents to build further change. Imagine seniors living at the Renaissance engaging with the youth at the new space to share the stories of their lives with local children.

As they leave our space, they can easily stroll out into the neighborhood to eat at SoHo, Rutherfords or one of the other many local restaurants. Imagine a corner that is not solely defined by the adult businesses on the street. See young adults engaging in workshops and work readiness trainings that build skills and self-confidence, instead of looking for another building to tag on the weekends. The financial support and collaboration with PAC will allow MEDIA ARTS CENTER SAN DIEGO to create a storefront facility that is inviting and cutting edge for these at risk youth. The PAC approval for a \$367,539 loan would make this "future" possible.

In Conclusion

The benefits of this partnership would clearly become an outstanding accomplishment for the residents and business community of North Park. By working with MEDIA ARTS CENTER SAN DIEGO, North Park Redevelopment Project Area Committee will increase the reach of its goals across the region. Through grassroots efforts, as each partner more fully realizes its mission, the residents and businesses themselves can re-shape their neighborhoods toward a healthier, more economically vital community. Together the organizations can make a significant impact at the El Cajon Boulevard and 30th intersection to:

1. Remove the urban blight that currently exists;
2. Improve job skills for those living in the community;
3. Make linkages with existing neighborhood activities;
4. Increase the tax revenue base, and
5. Provide a bridge for the arts and cultural programming in the arts district along University and 30th with the social activities of Antique Row on Adams Avenue.

Thank you for your consideration.
With respect,

MEDIA ARTS CENTER SAN DIEGO BOARD OF DIRECTORS

Gonzalo Lopez (President)
Mark Burgess (Vice President) – sandiego.org
TR Irwin (Treasurer) – Bridgepoint Education
Judy Harper (Secretary) – Community Partners
Linda Caballero-Sotelo - Toltec Media .
Allen Cazares – Office of the Public Defender
Kristine Diekman - Videographer & Educator
Don Dean – Bank of America
Vicki Estrada – Estrada Land Plan
Daniel Cruz Gonzalez – Retired City of San Diego
Director
Alejandro Holcman – Qualcomm Inc.
Otto Cocino – MAAC Project
Jil Galves – FastBlue/ ConnectHere Communications
Kelly Clark Moncure – Educator & Photographer
Michael Gonzalez – First Serve Productions

MEDIA ARTS CENTER SAN DIEGO STAFF

Ethan van Thillo – Founder/Executive Director
Patric Stillman – Director of Innovations & Programming
Melissa Johnson – Education Coordinator
Morgan Sulley – Media Artist Programming Coordinator
Kristine Diekman – New Media Curator, Media Artist & Educator
Bill Schmidt (Field Museum) – Scientific Advisor & Educator
Katie Rast- Fab Lab Program Director & Educator
Ryan Kuratomi – Technical Supervisor
Lisa Franek – Exhibition Curator
Lee Forester - Accountant
Grace van Thillo - Grantwriter

LEED Checklist Scoring Explanation

The following explanation works to evidence our best efforts to accurately assign a LEED rating to the MEDIA ARTS CENTER San Diego commercial interior redevelopment project for the new space at 2921 El Cajon Boulevard.

Sustainable Sites

Items 3.1 – 3.3 under the *Sustainable Sites* header make up the *Alternative Transportation* category, which aims to reduce pollution and decrease impact from car use. For these three categories, we have estimated a total of ten points.

3.1: Alternative Transportation—Public Transportation Access (6 points total)

For this category, we have applied 6 points for fulfilling Option 2, related to Bus Stop Proximity. The project is located within 1/4-mile walking distance of 1 or more stops, thereby allocating 6 points, based on LEED 2009 Commercial Interiors guidelines.

3.2: Alternative Transportation—Bicycle Storage and Changing Rooms (2 points total)

By providing secure bicycle racks and storage, as well as a changing and wash area for visitors who arrive by bicycle, we are creating an inviting environment for alternative transportation forms such as bicycles as a way to visit the new space.

3.3: Alternative Transportation—Parking Availability (2 points total)

Based on Option 2 in the LEED guidelines, we are not adding new parking to the building. Additionally, preferred parking will be provided for carpools that are visiting or a part of the MACSD programs.

Water Use Reduction

The *Water Use Reduction* category is focused on achieving a 20% or greater reduction in water use for the space, not including irrigation.

Credit 1: Water Use Reduction (6 of 11 possible points)

Based on these guidelines, MACSD and the architect, contractor, and LEED specialist assigned to this project are selecting fixtures and units that meet LEED compliance for water use and energy, and will be installing new tankless water heaters, water conserving faucets, and low-flow toilets in order to increase the water use efficiency of the building by 30% or more. Based on the LEED guidelines, a 30% decrease in water use is equal to 6 points.

Energy and Atmosphere

This category is focused on the achievement of increased levels of energy conservation that aim to reduce environmental and economic impacts associated with excessive energy use. A 20% efficiency increase, obtained by new fixture installation, new insulation, replacement of antiquated heating and cooling systems with new highly-rated air conditioning units, as well as the installation of energy efficient T-5 type fluorescent lighting fixtures allows for a 2 point addition to this category.

All equipment selections and installations will be overseen by the architect and construction team, which includes a LEED professional as a principal participant in order to ensure the proper energy performance is met.

1.1: Optimize Energy Performance—Lighting Power (2 of 5 possible points)

Based on the LEED guidelines, a 20% decrease in lighting power density below that allowed by ANSI/ASHRAE/IESNA Standard 90.1-2007 or CA Title 24 is required in order to earn 2 points in this category.

Based on our plans to bring the out-of-date and inefficient electrical system up to current safety and efficiency standards, as well as the replacement of old lighting fixtures with new T5 fluorescent lighting, and the addition of a sensor-based monitoring system that decreases unnecessary light use, the estimated efficiency increase on the project will meet the LEED guidelines as stated above. In addition to these changes, natural lighting will be optimized and utilized as much as possible in order to provide light at no cost.

1.2: Optimize Energy Performance—Lighting Controls (3 of 3 possible points)

The proposed project includes the installation of light-monitoring sensor systems in order to decrease unnecessary light use. The project is to include daylight controls for daylit areas (in regularly occupied spaces within 15 feet of windows). These controls will work to switch or dim lights in response to the presence or absence of sunlight. Daylight controls will be applied to at least 50% of the lighting load. Additionally, occupancy sensors will be applied to 75% of the lighting load, allowing lights to be automatically switched off in areas that are not in use.

1.3: Optimize Energy Performance—HVAC (5 of 10 possible points)

For category 1.3, the project will install heating, ventilation and air conditioning (HVAC) systems that comply with the efficiency requirements outlined in the New Building Institute's Advanced Buildings™ Core Performance™ Guide Sections 1.4. A part of this installation will include zoning controls, separately zoned interior spaces, with controls that will sense space use and adjust the HVAC system according to demand.

1.4: Optimize Energy Performance—Equipment and Appliances (2 of 4 possible points)

The project will use ENERGY STAR® eligible equipment and appliances installed as part of the renovation, and expects to achieve a 77% installation rating for ENERGY STAR Qualified units, for a total of 2 points. This requirement applies to appliances, office equipment, and electronics.

Materials and Resources

In order to decrease the amount of waste material that we send to a landfill, the project will take every step necessary in order to designate a dedicated area for the collection and storage of materials to be recycled. Materials to be recycled will include, but will not be limited to paper, corrugated cardboard, glass, plastics, and metals.

1.1: Tenant Space—Long-Term Commitment (1 point total)

MACSD holds a ten-year lease on this new space, thereby meeting the requirement of a long-term commitment.

1.2: Building Reuse—Maintain Interior Nonstructural Components (1 of 2 possible points)

Over 40% of the existing non-shell, nonstructural components will be retained during the interior redevelopment of this new space. The project aims to only replace what is absolutely necessary for the betterment of the space, and retain what it can in order to be most efficient.

Credit 2: Construction Waste Management (2 of 2 possible points)

In order to reduce the amount of construction material that enters landfills, nonhazardous debris will be managed on site in order to identify and sort materials. We estimate that 75% of recyclable or reusable debris will be recycled or salvaged as a part of this program. The contractor, as well as additional agencies such as Job Corps' Green Graduates Work Study Initiative will be on site to provide low-cost, sustainable construction assistance, and can assist in routing these recyclables to the proper areas.

Credit 3.1: Materials Reuse (2 of 2 possible points)

In order to reuse building materials and products to reduce demand for new materials and reduce waste, this project will use salvaged, refurbished or reused materials wherever possible. In addition, we will pull from the existing elements in the space itself, and also hold community drives for donations of pre-used materials. This will constitute at least 10%, of construction materials, excluding furniture and furnishings.

Credit 3.2: Materials Reuse—Furniture and Furnishings (1 point total)

The project aims to use refurbished or previously used furniture for 30% of the total furniture and furnishings budget. Things like shelves, desks, seating, filing systems, and decorative accessories will pull from pre-used items as much as possible, constituting no

less than 30% of total furniture budget.

Indoor Environmental Quality

In order to ensure air quality in the building, the antiquated air conditioning system that currently exists will be replaced with new units that meet the ASHRAE Standard 62.1-2007 guidelines for ventilation, while also providing an energy-efficient alternative to the current system.

Additionally, the space will meet the Environmental Tobacco Smoke (ETS) Control by not allowing tobacco smoke in the space, and confirming that smoking is prohibited in and around all building areas served by the same HVAC system, in order to be sure that tobacco smoke cannot make its way into the building through ventilation or nearby windows.

Credit 2: Increased Ventilation (1 point total)

In order to provide additional air ventilation and improved indoor air quality, ventilation systems will be designed to meet the breathing zone outdoor air ventilation rates based on the ASHRAE 62.1-2007 requirements for Minimum Indoor Air Quality Performance. This design and operation will be overseen by the architect, contractor, and LEED professional assigned to this project in order to be certain that the design is correctly implemented.

4.1: Low-Emitting Materials—Adhesives and Sealants (1 point total)

To reduce the potential for indoor air contaminants, adhesives, sealants and sealant primers that comply with South Coast Air Quality Management District (SCAQMD) Rule 1168 will be utilized in construction. The selection of these materials will be made by the architect, contractor, and LEED professional assigned to this project in order to ensure that the correct materials are used.

Credit 4.2: Low-Emitting Materials—Paints and Coatings (1 point total)

For this project, a selection of paints and coatings that comply with the volatile organic compound (VOC) content limits will be used on the interior of the building.

Credit 6.1: Controllability of Systems—Lighting (1 point total)

The space will be designed with lighting controls in multi-user areas that allow the building occupants to dim or adjust lighting as needed. Lighting that is available for certain tasks, so as to avoid the need to turn on an entire room lighting system will be included, thus contributing to the overall ability to conserve energy.

Credit 6.2: Controllability of Systems—Thermal Comfort (1 point)

The project will provide individual controls for at least 50% of the space occupants,

enabling individuals to adjust their environment to suit their needs. Heating and cooling controls will be provided in shared areas. These controls will include settings for air temperature, speed, and other comfort controls, as designed and implemented by the contractor, architect, and LEED professional.

Credit 8.1: Daylight and Views—Daylight (1 of 2 points)

In order to provide occupants with natural light and a connection to the outdoors, windows and natural lighting is available in over 75% of the classroom areas, as well as daylight and views in the regularly occupied areas of the space.

Credit 8.2: Daylight and Views—Views for Seated Spaces (1 point)

Due to the large amount of floor-to-ceiling windows, the primarily occupied areas allow occupants to have a constant access to daylight and views that are at eye-level, whether the viewer is seated or standing.

Innovation and Design Process

Credit 2: LEED Accredited Professional (1 point total)

In order to ensure that the project meets and maintains LEED quality guidelines throughout the course of design and construction, a LEED Accredited Professional will be assigned to the project, and will work as a part of the architectural and construction team as a principal participant.